

WHAT IS CLAIMED IS:

1. A system for delivering content to a user; comprising:
 - a. encoder for receiving and encoding a multimedia file;
 - 5 b. synchronization means in communication with said encoder, said
synchronization means adapted to synchronize ancillary information with
said multimedia file;
 - c. display unit for displaying said multimedia file; and
 - d. personalization means in communication with said display unit, said
10 personalization means utilizing said ancillary information to select
ancillary content for display by said display unit in synchronization with
said multimedia file.
2. A system according to claim 1, wherein said multimedia file is selected from
the group consisting of live, taped live and on-demand files.
- 15 3. A system according to claim 1, wherein said encoder encodes said multimedia
file in advanced streaming format.
4. A system according to claim 1, wherein said encoder receives said multimedia
file via satellite transmission.
5. A system according to claim 1, wherein said synchronization means utilizes
20 timed interactive multimedia extension technology to synchronize said ancillary
information with said multimedia file.
6. A system according to claim 1, wherein said ancillary information is selected
from the group consisting of a category of goods, a category of services, background
information concerning said multimedia file, and combinations thereof.

7. A system according to claim 1, wherein said synchronization means is associated with a computer system for input of said synchronized ancillary information.

8. A system according to claim 1, wherein said display unit includes a computer monitor communicating across a computer network to access said encoded multimedia file.

9. A system according to claim 1, wherein said personalization means includes a user database that contains user information concerning a user of said display unit.

10. A system according to claim 9, wherein said user information includes user preferences supplied to said user database by said user.

11. A system according to claim 1, wherein said personalization means includes a commerce database that contains said ancillary content.

12. A system according to claim 11, wherein said commerce database contains a plurality of ancillary content items associated with each of said ancillary information.

13. A system according to claim 1, further comprising an interactive list block that is displayed on said display unit and that permits a user to select ancillary content for subsequent attention.

14. A system according to claim 13, wherein said list block is adapted to function as a navigation bar by said user.

15. A method for facilitating targeted communication, comprising:

- a. providing an encoded multimedia file that includes multimedia content and synchronized ancillary information;
- b. selecting ancillary content from a commerce database based on said ancillary information for display with said multimedia content, said

selection being based at least in part upon personal information concerning
a recipient of said encoded multimedia file.

16. A method according to claim 15, wherein said synchronized ancillary
information is associated with said multimedia content using timed interactive

5 multimedia extension.

17. A method according to claim 15, wherein said selection is effectuated in real
time.

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